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Look-Up Service Now Available

CMG Telemarketing, an agency that has been looking up three million telephone numbers yearly for the last five years, has formed a division to provide this service to others. CMG Telemarketing's Look-Up Service Division can handle look-ups for as little as 20 cents a record, with volume discounts for files of over 25,000 names.

"We accept lists in almost any format — from shoe boxes filled with index cards to 1,600 BPI — and complete the job within ten to 14 days in most cases," states Bruce R. McBrearty, CMG's president.

Caroline Barone, who was named the Look-Up Service Division's manager, states that CMG finds 70 percent to 80 percent of listed residential numbers and a higher percentage of business numbers on the records it receives.

The division also accepts residential lists on magnetic tape. It matches the file against the universe of all available phone numbers, finding about 50 percent of the numbers. It then manually looks up the balance, finding numbers for about 25 percent of the file. This two-step process yields a total hit rate of about 75 percent. CMG also keypunches the new numbers on the tape.

CMG has its headquarters at 111 1/2 N. Fairfax Street, Alexandria, VA 22314 — 703/684-2000.

Strategies For Marketing Case Study Collection

The first in a series of Collections of Public Relations Case Studies, "PR Strategies for Marketing," has been published by *Public Relations News*, the international weekly for management and public relations, public affairs and communications executives.

The Collection contains ten outstanding case studies, selected from actual successful programs conducted by leading public relations practitioners. The studies demonstrate how to: hold press conferences that will attract influential print and electronic media; develop contact with the media; and introduce a new product.

Also included are studies on such subjects as staging sports competitions; reaching the youth market; cementing relations with an important group; reviving popularity of an established product; explaining PR to marketers; and identifying an item with a conservation theme.

For further information on "PR Strategies for Marketing" and other Case Study Collections, contact: Service De-

partment, Public Relation News, 127 East 80th Street, New York, NY 10021 — 212/879-7090.

Publishing Program Offers Direct Mail Solutions

During five years of research and test publishing, The National Publishing Company, Westport, Connecticut, identified what readers and advertisers want most in a local, areawide publication through Total Market Coverage and Selected Market Coverage.

The periodical has combined the sales power of a newspaper with the ability of direct mail to target demographically, according to Paul S. Cohen, the company's president.

Delivery cost is at least a third less than direct-mail companies can currently offer because the program uses second-class mail and/or carrier system. Advertising rates are either half the price or twice the value of other newspapers, and the advertiser reaches a 98 percent household circulation, double that of most local newspapers.

The editorial product is advertiser-supportive, has four-color reproduction, and supplies areawide as well as ZIP code-related information that residents are interested in reading, yet cannot find in other local publications.

Advertisers can target the areas they want their ads to reach and pay one lowest cost depending on the number of households selected. Special marketing programs have been created that focus, capture and retain various advertiser categories, Cohen revealed. These programs have resulted in contracting the lion's share of local advertiser categories within only six months. Regional advertiser categories were also successfully contracted within six months, depending on their media commitments, and national advertiser categories within six to 12 months.

It is necessary to offer ZIP code advertising for r.o.p. and preprints, Cohen said. Production is simplified because the marketing structure and cost advantages of the programs give the incentives needed to attract more uniform zone and areawide advertisers.

The United States can be covered in a network of only 250 areawide TMC/SMC publications, integrated into existing newspaper or direct-mail operations. This syndicated network would be capable of reaching 86 million households with the same consistent and uniform format, allowing for geographic and demographic modifications in area and ZIP code-specific editions.

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